

AROUND THE ROUTE

by Camille Compasio

As **Cash Box** went to press the AMOA convention was in progress at the Hyatt Regency Hotel in Chicago. Watch for full coverage in next week's edition.

Nintendo of America is moving from its present location in Seattle to facilities in Redmond, Wash. New address, as of Dec. 5, will be 4820 150th Ave. N.E., Redmond, Wash. 98052. The new phone number is (206) 882-2040.

Stern's marketing chief Tom Campbell had barely unpacked from his Hawaiian vacation when it was time to check in at the Hyatt Regency for AMOA Expo. He, along with company president Gary Stern, Seeburg division president Larry Siegel, sales chief Ben Rochetti and their staff, manned the Stern/Seeburg exhibit. Featured products included "Tut," "Dark Planet," the new "Pooyan" video and a "surprise" piece that was being premiered at the show.

In a recent statement, Atari made clear its position with regard to so-called "pornographic" game cartridges that are being advertised as compatible with the Atari Video Computer System for home video games. "Atari takes a very dim view of this use of our product," stated Michael Moone, president of the firm's

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Consumer Electronics Division. "Unfortunately, some individuals take refuge behind certain legal precepts to the dismay of the majority of the people." Upon investigating all avenues of recourse available, including the possibility that certain manufacturers and/or distributors of the objectionable game cartridges had misled the public into thinking that their game cartridges were produced by, or had the approval of Atari (which is not the case, said Moone), announcement was made that Atari would be taking legal action against the distribution and sale of the offensive game cartridges. "Atari, like the general public, is outraged by this conduct and we are taking the initiative by filing this suit," according to Moone. He noted that, after further review of the situation, Atari decided to seek legal action against the manufacturer of the offensive game cartridges, **American Multiple Industries**, and the distributor, **Mystique**.

The Ohio Music & Amusement Assn.